→ ETS

Walk, Roger A.

From: Walk, Roger A.

Sent: Tuesday, July 01, 2003 9:56 AM

To: Solana, Rick P.; Fenner, Robert; Sanders, Edward; Desel, Paula; Osborne, Kevin; Murillo, Joe

Cc: Richard Carchman (walntz@msn.com); Chris Coggins (chris_coggins@direcway.com); Dempsey, Ruth; Kozikis, Konstantin; Carcich, Claire

Subject: ETS - PMUSA.COM

DSS: Yes

Dear all,

As you know we had drafted and discussed several options reflecting our scientific understanding of ETS that could contribute to our communication on secondhand smoke on PMUSA.COM. Today we have discussed those options with RD&E management. We came to the conclusion that these options could potentially confuse the website audiences and would not contribute to our objective to communicate that we believe that the public should be guided by the conclusions of the public health officials regarding the health effects of secondhand smoke. So we will continue the current messages on our website. Minor editorial changes of the language (see attached draft) will be discussed with Corporate Affairs for consideration of language modifications. We will also inform PMI of the potential language modifications.

Let me thank all who contributed to the discussions for their comments.

Regards,
Roger

Source: https://www.industrydocuments.ucsf.edu/docs/ljfk0001